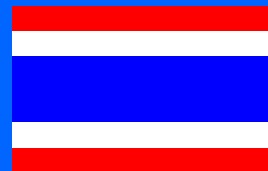


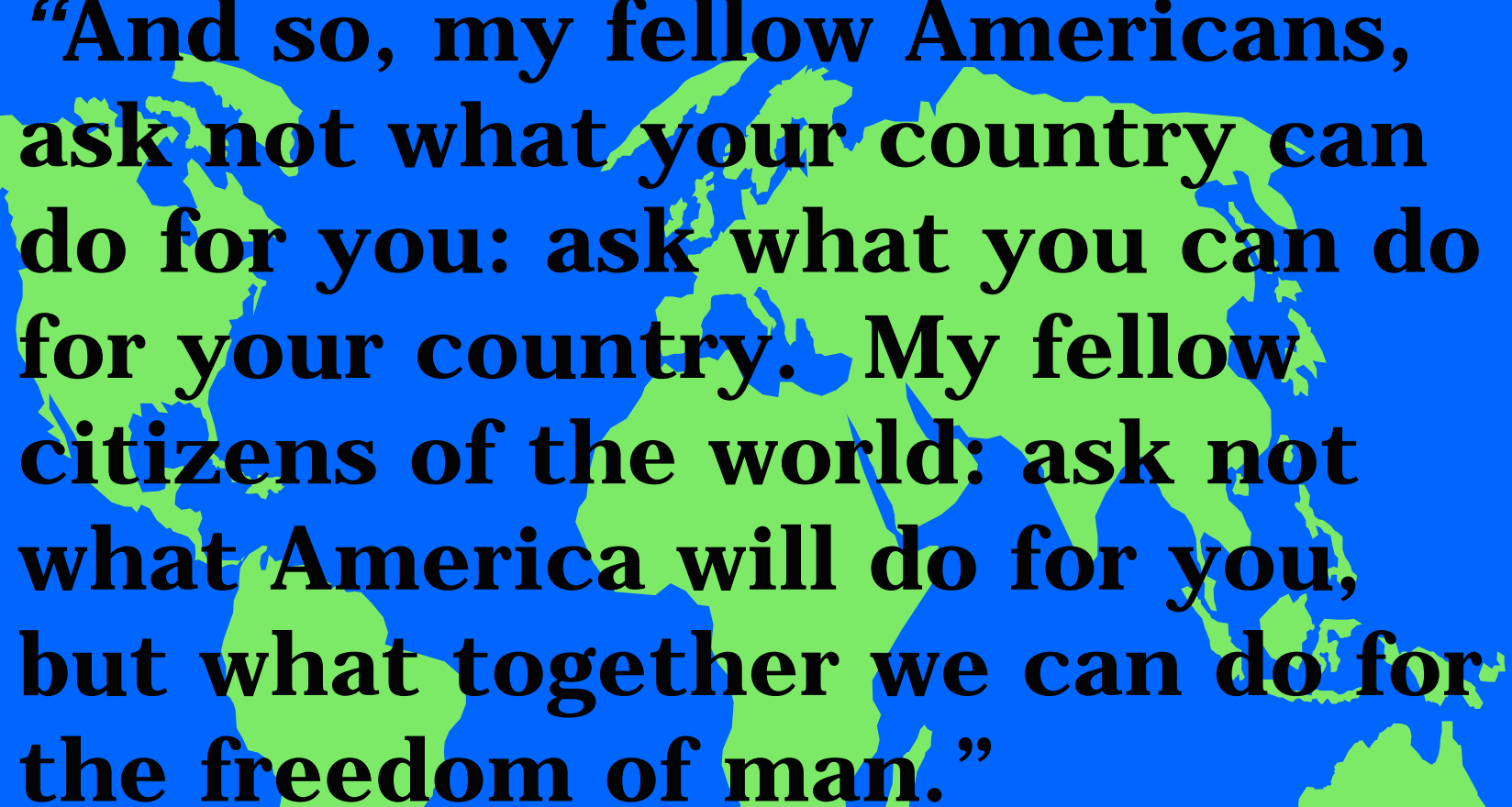
Inter-Cultural Communication

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**“And so, my fellow Americans,
ask not what your country can
do for you: ask what you can do
for your country. My fellow
citizens of the world: ask not
what America will do for you,
but what together we can do for
the freedom of man.”**

*John F. Kennedy
Inaugural Address,
Washington, D.C. 1961*

Security Assistance is a Relatively New Field

Formal Security Assistance Initiatives

- ◆ **MAP & FMS - 1949 (Equip based)**
- ◆ **U.S. Foreign Assistance Act - 1961**
- ◆ **IMET - 1976 (Professional, Mgmt)**

**Security Assistance Training has
Diplomatic Roots**

**Congress, the State Dept & DoD are
critical participants**



IMSO

Facilitate Training
Communication
Establish Priorities



Training is Job #1

International Students priorities vary

Soldiers

Scholars

Tourists

Critics

Home-Makers

Making training the priority recognizes the efforts of the students here to learn.

Don't Fear the Dreaded International Incident!



Support the Trainers

- ◆ Establish Communications with Instructors
- ◆ Keep protocol away from the Classroom
- ◆ Listen to Complaints, take Action
- ◆ Brief Instructors on IP
- ◆ Include Instructors in Social Events

Communication & the Training Mission

Training is the Top Priority, establishing communications is fundamental to success

- ◆ IMS to Instructor - the vital link
- ◆ IMSO should support & maintain this link
- ◆ Communicate with Instructors
- ◆ Motivate IMS



Motivating IMS

- ◆ Initial Entry Briefing
- ◆ Establish Hard Lines
- ◆ Stay in Touch with Instructors
- ◆ Keep your word
- ◆ Reward Superior Effort



Culture Defined

The totality of socially
transmitted behavior patterns,
arts, beliefs, institutions, and all
other products of human work
and thought typical of a
population at a given time

The Cross-Cultural Question



International Perceptions of the United States

- ◆ **American Media**
- ◆ **International News Agencies**
- ◆ **Movies and Television**

**Even if an IMS has never been to the
U.S. before, he still has ideas**

International Perceptions of the United States

- ◆ **Americans are Wealthy**
- ◆ **Sexual Promiscuity**
- ◆ **Violence**
- ◆ **Racism**
- ◆ **Don't care about family**
- ◆ **Uniformed about the World**

American Perceptions of Foreigners



- ◆ **There are 3 Worlds!**
- ◆ **I'll Sponsor someone from Germany or France, but.....**
- ◆ **They Don't have Christmas?**
- ◆ **If they aren't for U.S., they must be against us!**

American Perceptions of Foreigners

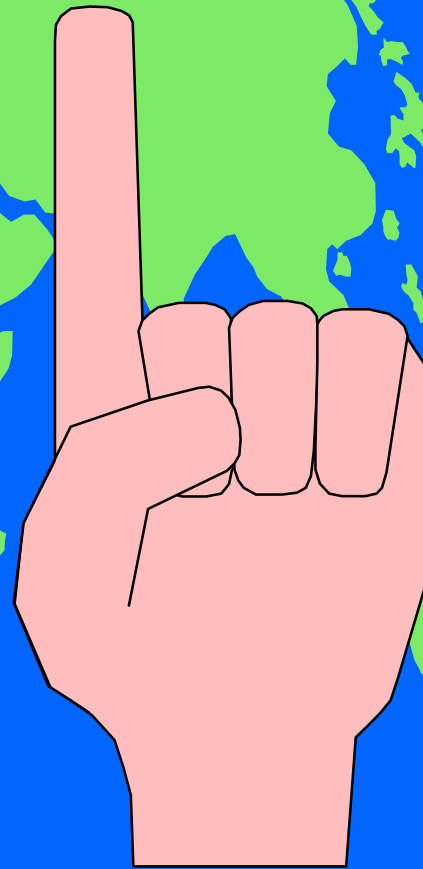
- ◆ Don't respect Women
- ◆ Anti-American
- ◆ Impoverished
- ◆ Religious Radicals
- ◆ Here for a Vacation

IMSO environment is Multi-Cultural

- ◆ **Generalizations impact on the entire program**
- ◆ **One man's free pass is another man's insult**
- ◆ **International does not mean Allied**
- ◆ **Cultural Challenges or Personal Problems?**

Applying Cross-Cultural Information

- ◆ Training is job #1
- ◆ Understand your Audience
- ◆ IP is a tool to define American Culture
- ◆ Maintain perspective/focus on mission



Working in a Multi-Cultural Environment



- ◆ Don't Generalize
- ◆ Don't Fear the "Dreaded International Incident"
- ◆ Tolerance is not the Answer
- ◆ Accept Cultural Differences as a way of life
- ◆ Don't make excuses for IMS

Working in a Multi-Cultural Environment



- ◆ Take Pride in the U.S.A.
- ◆ Be direct when providing Information
- ◆ Honesty with Tact
- ◆ Never Talk Down
- ◆ Invest the time to Clarify Misunderstandings

Using your understanding of Intercultural Relationships

- ◆ **Empower IMS to work and learn - provide information & motivation**
- ◆ **Empower Instructors to teach IMS - Give advice, assistance, & understanding**
- ◆ **Empower MILDEP to assist you as needed - let them know what challenges you have and how they can help.**

Making IP Work for you!

- Strong Foundations
- The “I” is for Informational
- Show & Tell is not effective
- Tell IMS what you want them to know

The Constitution

The Constitution of the United States of America is the foundation of American Government; Individual Rights; and Culture

- Familiarize Yourself
- Answer questions
- Don't be afraid to Look It UP!



Universal Declaration of Human Rights



All IP should be linked to this document.

- Familiarize Yourself
- Making connections in your IP
- Don't be afraid to Look it UP!

Summary



- ◆ **The IMSO is a vital link to the Training Mission**
- ◆ **Establish strong lines of Communication**
- ◆ **Provide Information**
- ◆ **Exchange Ideas**
- ◆ **Understand who your dealing with**

Making a Difference

- ◆ **Prepare IMS to attend classes and contribute.**
- ◆ **Prepare Instructors to work with the IMS in their class**
- ◆ **Focus on the Objectives of IP and the perceptions of IMS**
- ◆ **Identifying what “together we can do for the Freedom of Man”**